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(54) **PRE-FETCHING OF VIDEO RESOURCES  
FOR A NETWORK PAGE**

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(58) **Field of Classification Search**  
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USPC ..... 715/200, 205, 273, 201  
See application file for complete search history.

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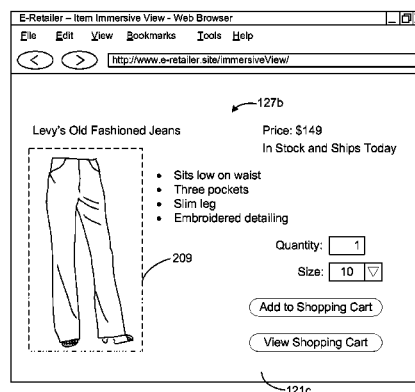
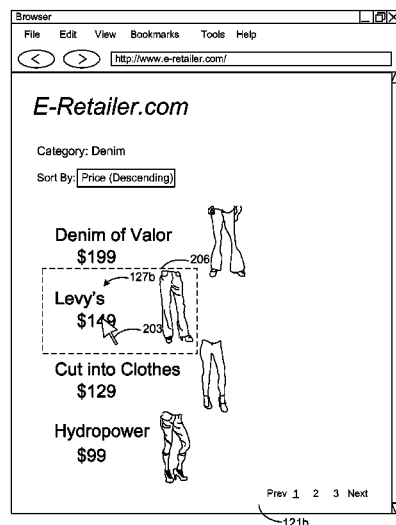
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(57) **ABSTRACT**

Disclosed are various embodiments for prefetching of objects referenced on a network page. An encoded network page referring to at least one item is retrieved. The same item is included on a second network page. In response to an indication of user interest in the item on the first network page, at least an initial portion of a video resource associated with the indicated item and included on the second network page is retrieved. In response to a user selection of the same item, the retrieved initial portion of the video resource is rendered on the second network page.

**19 Claims, 6 Drawing Sheets**



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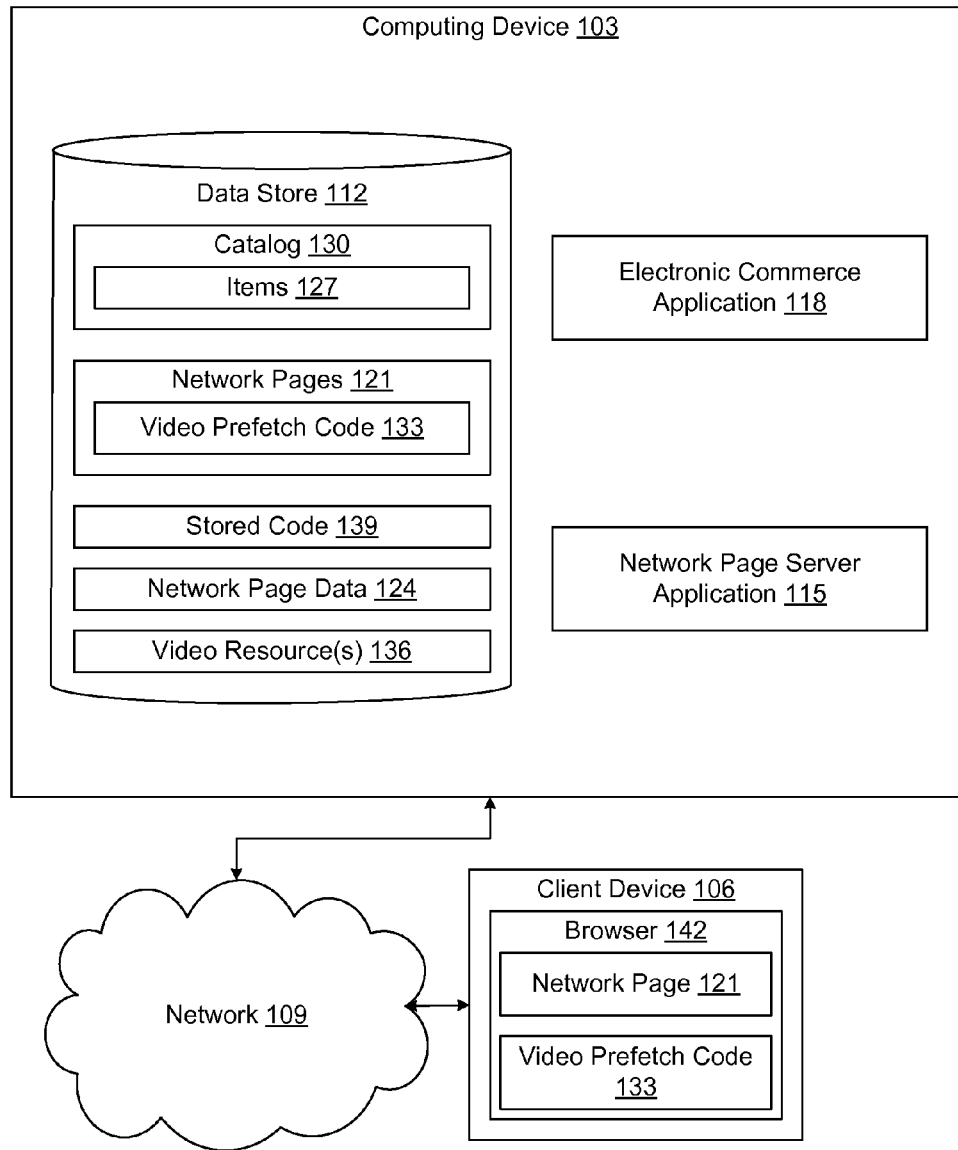
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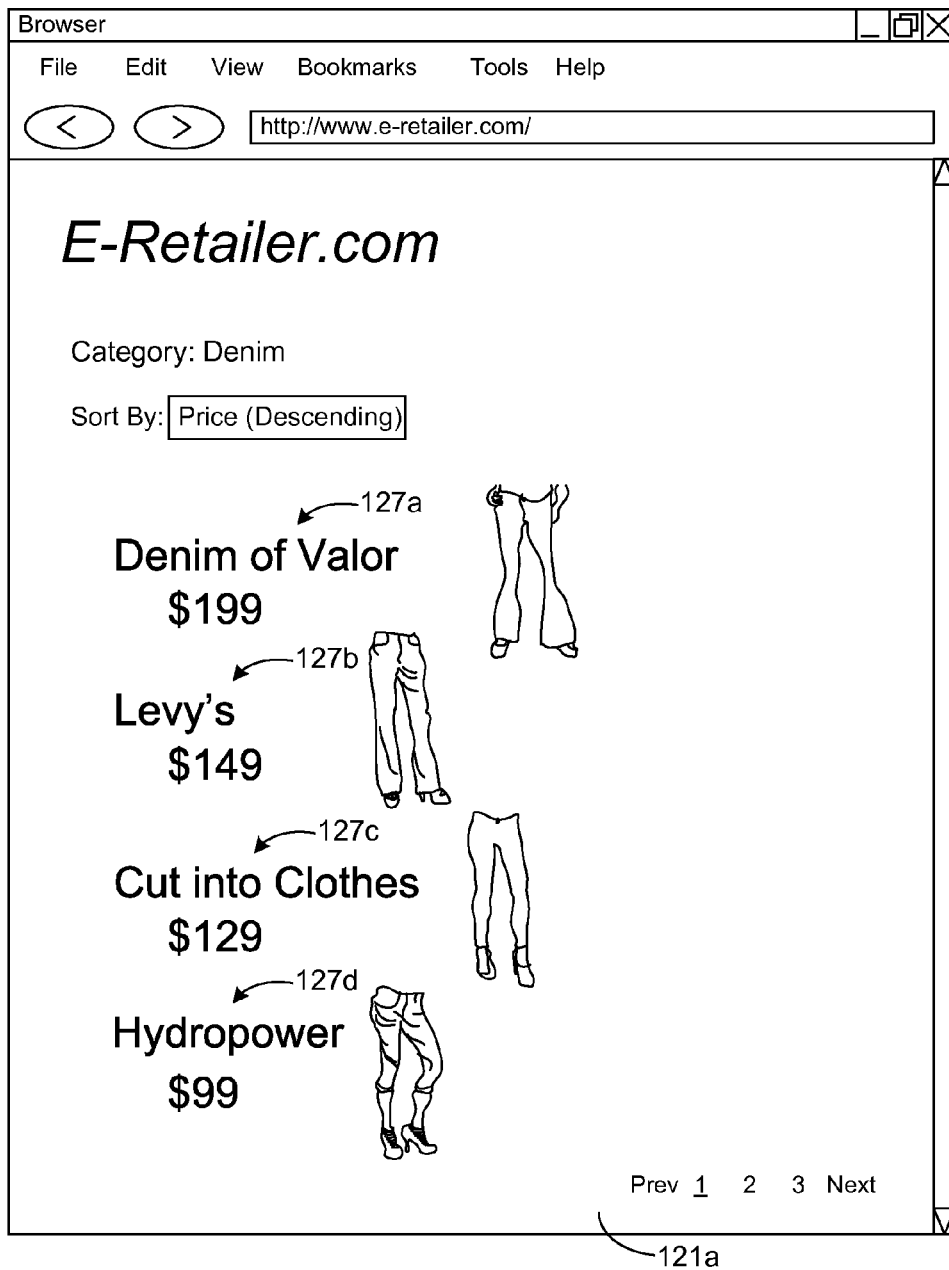
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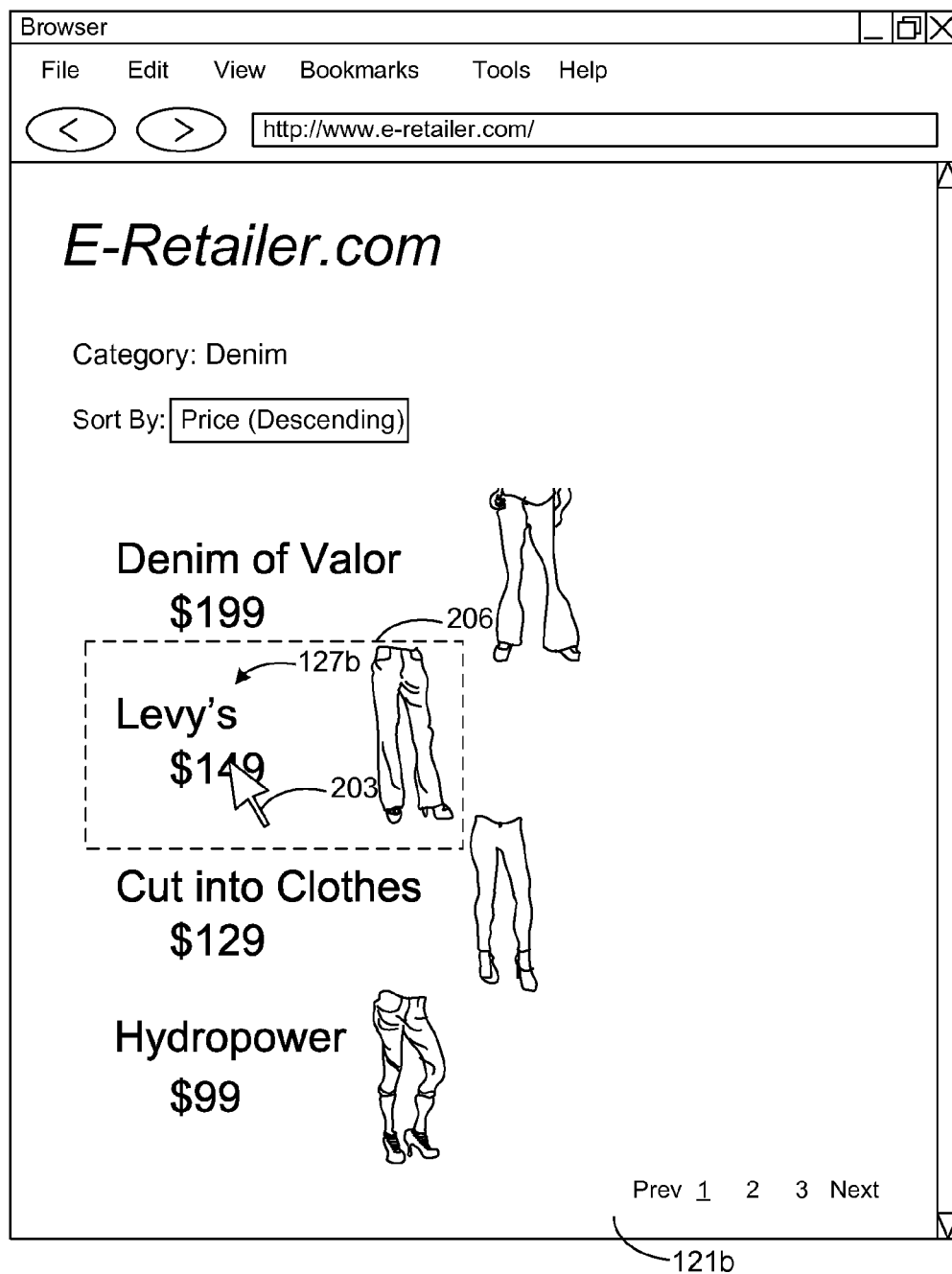
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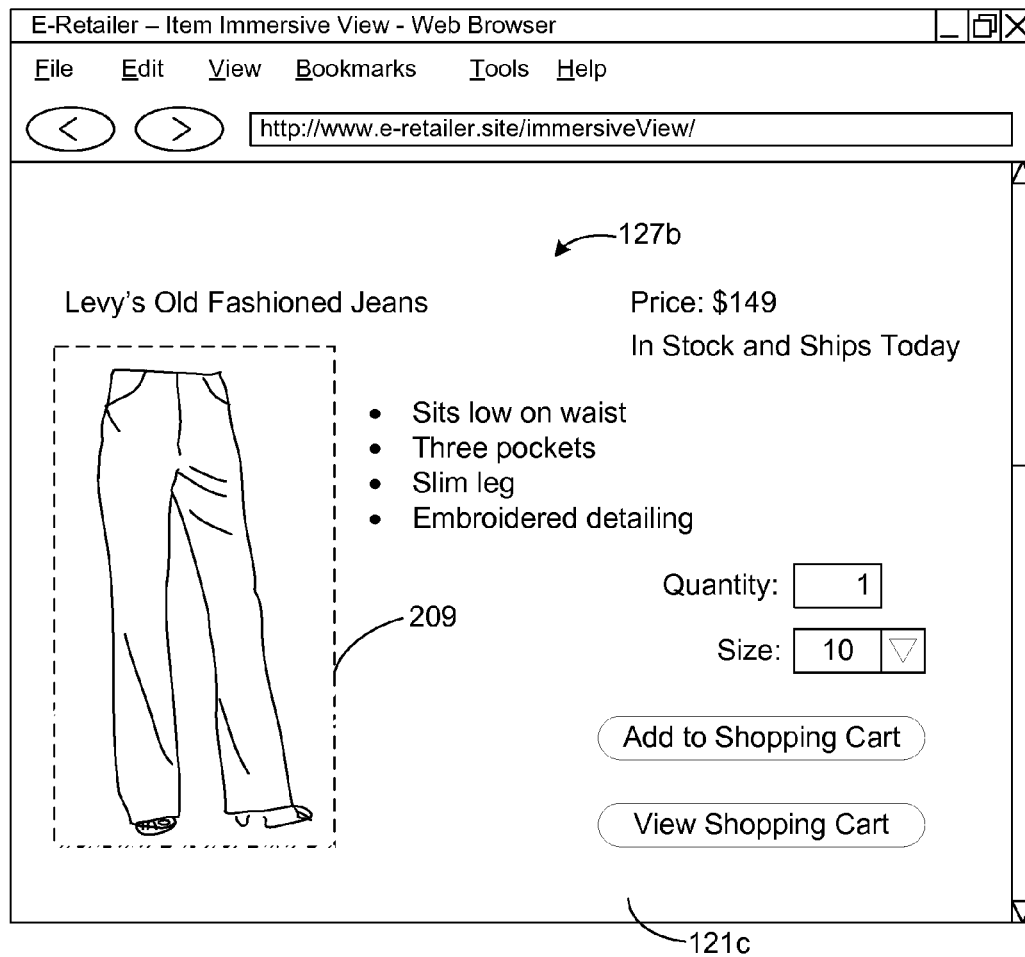
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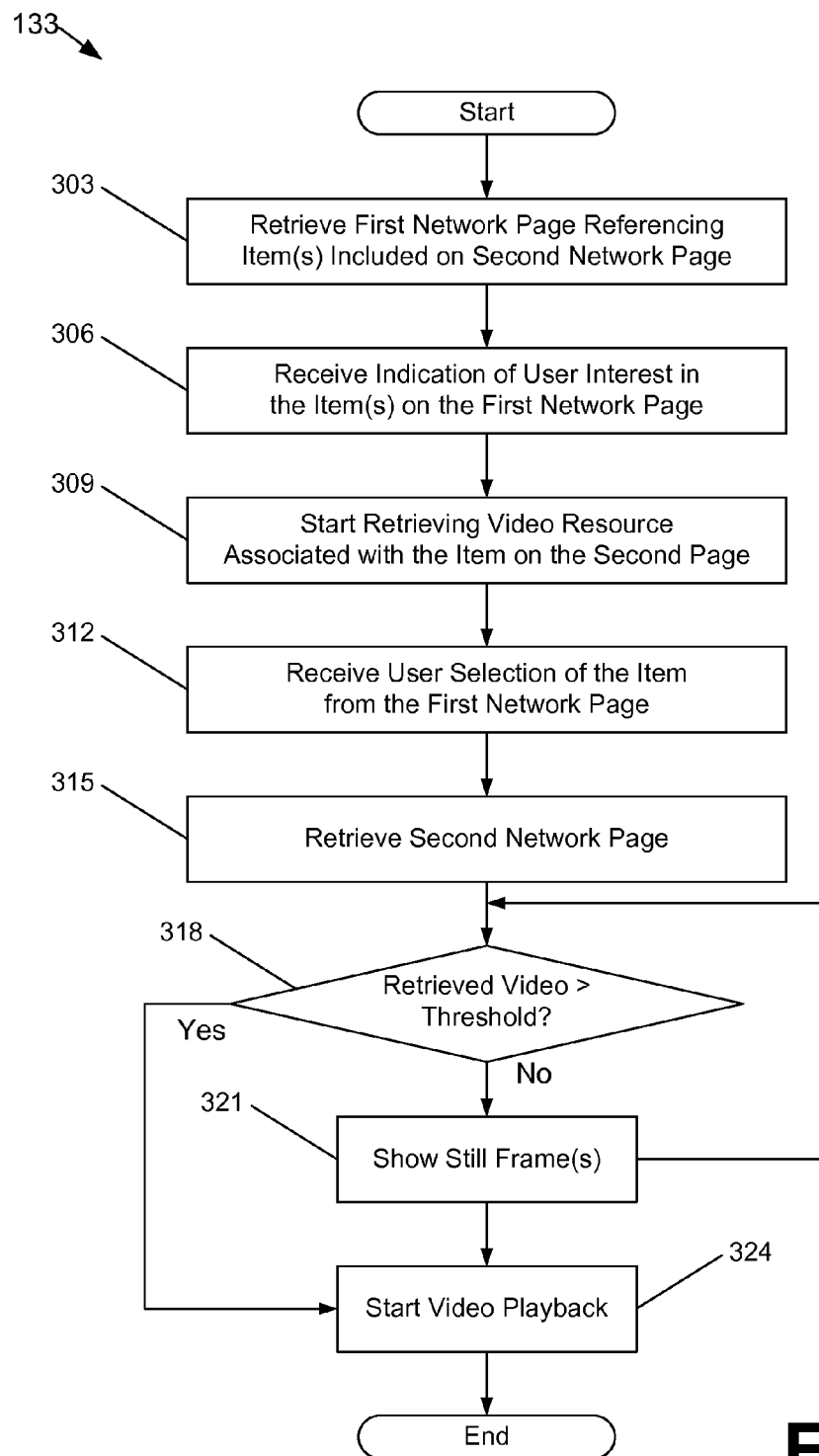
**FIG. 1**

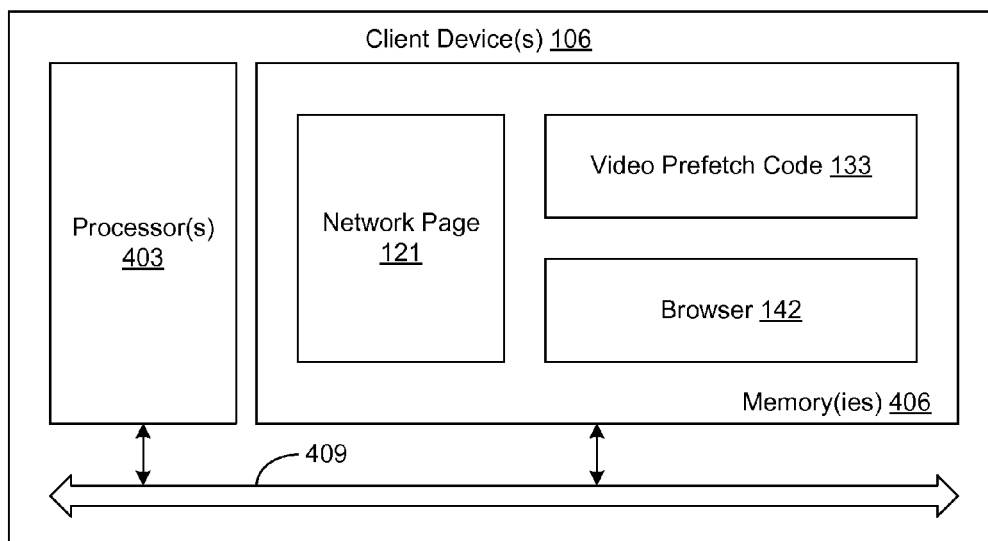
100

**FIG. 2A**

**FIG. 2B**

**FIG. 2C**

**FIG. 3**

**FIG. 4**



## PRE-FETCHING OF VIDEO RESOURCES FOR A NETWORK PAGE

### BACKGROUND

Electronic commerce sites typically include a hierarchical product catalog through which a user can navigate. A category page at each level of the hierarchy may include summary information for products in that category. Such sites may also include a product search engine. The summary provided on either a search results page or on a product category page may convey product information in the form of text, still images, and/or video. From either a product category page or search results page, the user may select a link associated with a particular product to get more details about the product. The detail page may include the same or additional descriptive text, still images, and/or video.

### BRIEF DESCRIPTION OF THE DRAWINGS

Many aspects of the present disclosure can be better understood with reference to the following drawings. The components in the drawings are not necessarily to scale, emphasis instead being placed upon clearly illustrating the principles of the disclosure. Moreover, in the drawings, like reference numerals designate corresponding parts throughout the several views.

FIG. 1 is a drawing of a networked environment according to one embodiment of the present disclosure.

FIGS. 2A, 2B, and 2C are drawings of example network pages rendered by a client in the networked environment of FIG. 1 according to various embodiments of the present disclosure.

FIG. 3 is a flowchart illustrating an example of functionality implemented as portions of video resource prefetch code executed in a client device in the networked environment of FIG. 1 according to various embodiments of the present disclosure.

FIG. 4 is a schematic block diagram that provides one example illustration of a client device employed in the networked environment of FIG. 1 according to various embodiments of the present disclosure.

### DETAILED DESCRIPTION

The various embodiments described herein relate to prefetching a video resource associated with an item on one network page in response to an indication of user interest in the same item on another network page. For example, some network pages of an electronic commerce network site may include detailed descriptions of various catalog items. This descriptive information may include video resources in addition to text, graphics, or still images. In various embodiments described herein, when an item on a network page is associated with a video resource, the video resource is prefetched in response to user interest in the same item on another network page, rather than waiting to fetch the video resource when the user requests additional details about the item. For example, the video resource may be prefetched when the user shows initial interest in the item on a category page. The video resource may then be rendered on a product detail page when the user selects the same item from the category page. As another example, the video resource may be prefetched when the user shows initial interest in the item on a search results page. The video resource may then be rendered on a product detail page when the user selects the same item from the search results page. In some embodiments, if the user indi-

cates interest in an item from an initial network page, but does not select the same item after a fixed amount of time, the video resource may be rendered on the initial network page.

The prefetched video reduces playback delay when the user transitions from indicating interest in the item to actually selecting the item in order to obtain more details about the item. In this manner, the prefetched video can begin playing at substantially the same time that the detail network page is rendered. The delay may be so short as to be imperceptible to the user. Various techniques may be used to implement this prefetch, such as instantiating the video player, downloading an initial portion of the resource, instantiating a video object associated with the resource, and/or buffering the downloaded portion into buffers associated with the video object. In the following discussion, a general description of the system and its components is provided, followed by a discussion of the operation of the same.

With reference to FIG. 1, shown is a networked environment **100** according to various embodiments. The networked environment **100** includes one or more computing devices **103** in data communication with one or more client devices **106** by way of a network **109**. The network **109** includes, for example, the Internet, intranets, extranets, wide area networks (WANs), local area networks (LANs), wired networks, wireless networks, or other suitable networks, or any combination of two or more such networks.

The computing device **103** may comprise, for example, a server computer or any other system providing computing capability. Alternatively, a plurality of computing devices **103** may be employed that are arranged, for example, in one or more server banks or computer banks or other arrangements. A plurality of computing devices **103** together may comprise, for example, a cloud computing resource, a grid computing resource, and/or any other distributed computing arrangement. Such computing devices **103** may be located in a single installation or may be distributed among many different geographical locations. For purposes of convenience, the computing device **103** is referred to herein in the singular. Even though the computing device **103** is referred to in the singular, it is understood that a plurality of computing devices **103** may be employed in various arrangements.

Various applications and/or other functionality may be executed in the computing device **103** according to various embodiments. Also, various data is stored in a data store **112** that is accessible to the computing device **103**. The data store **112** may be representative of a plurality of data stores as can be appreciated. The data stored in the data store **112**, for example, is associated with the operation of the various applications and/or functional entities described below.

The components executed on the computing device **103** include, for example, a network page server application **115** and an electronic commerce application **118**. The components executed on the computing device **103** may also include other applications, services, processes, systems, engines, or functionality not discussed in detail herein. These components may communicate with each other using various mechanisms, including but not limited to any type of middleware framework. Though shown as logically separate components, the functionality of the network page server application **115** and the electronic commerce application **118** can be combined and/or distributed in various ways, as can be appreciated.

The data stored in the data store **112** includes, for example, network pages **121**, network page data **124**, items **127** and potentially other data. The items **127** may be included in an electronic catalog **130**. As used herein, the term "catalog item" may refer to a product, good, service, software down-

load, multimedia download, social networking profile, or other item **127** that may be offered for sale, purchase, rental, lease, download, and/or any other form of consumption, as may be appreciated. Associated with items **127** and stored in catalog **130** are data such as titles, descriptions, keywords, metadata, weights, customer reviews, multimedia, and other data relating to the items **127**. The catalog **130** may be arranged in a hierarchical manner, with categories and sub-categories.

The optional electronic commerce application **118**, if present, is executed in order to facilitate the online viewing and/or purchase of items and products over the network **109**. The electronic commerce application **118** also performs various backend functions associated with the online presence of a merchant in order to facilitate the online purchase of items, as should be appreciated. In embodiments which include the electronic commerce application **118**, the catalog of items comprises a product catalog of items offered for sale so that data associated with items **127** comprises product data.

The network page server application **115** is executed to generate network pages **121**. In some embodiments, the network pages **121** contain information about items **127** in the catalog **130**. To this end, the network page server application **115** uses network page data **124**, which may include any type of data related to the generation of network pages **121**. Such data may include, for example, templates, style sheets, executable code, interpreted code, hypertext markup language (HTML), extensible markup language (XML), still images, video, text, graphics, and any other type of data that may be used in network pages **121**. The network page server application **115** may comprise a commercially available hypertext transfer protocol (HTTP) server such as, for example, Apache® HTTP Server, Microsoft® Internet Information Services (IIS), and other servers.

A network page **121** generated by the network page server application **115** includes references, links and/or hyperlinks to resources. These resources may be stored in files separate from the network page **121**. The resources may be media objects such as graphics, still images, audio, video, and/or multimedia. The resources may also be code objects such as executable code or scripting code.

The network page **121** may also include video resource prefetch code **133** which is executed by the client device **106** to prefetch one or more video resources **136** referenced in a network page **121**. The network page **121** with the video resource prefetch code **133** is provided to the client device **106**, which allows a browser to prefetch and render more quickly the video resource **136** referenced in a network page **121**, before the user actually takes a specific action to cause retrieval of the network page **121** which includes the video resource **136**. As used herein, the term “video” means a series or time sequence of images. In contrast, a “still image” is a single image. However, the sequence of images may be associated with other types of information, such as audio or text, and the term “video” includes files or streams which contain other types of information in addition to a stream of images.

The network page server application **115** may be configured to generate the video resource prefetch code **133** for a specific network page **121** and/or client device **106** based on stored code **139** in the data store **112**. The stored code **139** may include, for example, JavaScript, dynamic HTML (DHTML), Ajax, and any other type of code that may be executed in a client device **106** from within a network page **121**. The stored code **139** may also include asynchronous exchange of data with the network page server application

**115** or with other applications, using Ajax, simple object access protocol (SOAP), remote procedure call (RPC), and/or other technologies.

Having discussed the computing device **103**, the client device **106** will now be considered. The client device **106** is representative of a plurality of client devices that may be coupled to the network **109**. The client device **106** may comprise, for example, a processor-based system such as a computer system. Such a computer system may be embodied in the form of a desktop computer, a laptop computer, a personal digital assistant, a cellular telephone, a set-top box, a music player, a video player, a media player, a web pad, a tablet computer system, a game console, an electronic book reader, or other devices with like capability.

The client device **106** may be configured to execute various applications such as a browser **142** and other applications. The browser **142** may be executed in a client device **106**, for example, to access and render network pages **121** or other network content served up by the network page server application **115**, thereby generating a rendered network page. The video resource prefetch code **133** that is included within a network page **121** may be executed in the context of the browser **142**. The client device **106** may be configured to execute applications beyond the browser **142** such as, for example, email applications, instant message applications, and/or other applications.

A general description of the operation of the various components of the networked environment **100** is provided. To begin, the browser **142** requests a first network page **121** from the network page server application **115**. The requested network page **121** may be, for example, a main or home network page for a particular network site. The requested network page **121** may also be a search results page from a general-purpose search engine, or from a site-specific search engine. In some embodiments, the network site may be an electronic commerce marketplace, and in such cases, the first network page **121** may be a category page for a particular category of products.

The network page server application **115** provides the first network page **121** in response to the request, where this first network page **121** includes information about items **127** and/or about categories of items **127**. For each item **127**, for example, the network page **121** may include a description, a price, size, color, etc. The first network page **121** also includes video resource prefetch code **133**. For at least one of the items **127**, the network page **121** also includes a reference or link to a second network page **121** associated with the corresponding item **127**. This second network page **121** includes a video resource **136** associated with the item **127**. No action is taken in connection with the video resource **136** upon retrieval of the first network page **121**, since the user has not taken any action involving a particular item **127**. However, once a user takes action that indicates interest in a particular item **127** on the first network page **121**, the video resource prefetch code **133** included in the network first page **121** operates to reduce the delay for viewing a video resource **136** that is associated with the item **127** of interest and that appears on a second network page **121**.

In this regard, the video resource prefetch code **133** retrieves at least an initial portion of the video resource **136** that is associated with the item **127** of interest. This retrieval begins when the user indicates interest in a particular item **127** from the first network page **121**, as opposed to waiting until the user requests additional details about the item **127**. Thus, in some embodiments the video resource prefetch code **133** begins retrieval of the video resource **136** when the cursor or

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pointing device hovers over an item 127, rather than waiting until the user selects the item 127 by clicking on the item 127 on the first network page 121.

If the user selects the item 127 of interest, the browser 142 requests a second network page 121 that is specific to the selected item 127. The video resource prefetch code 133 begins to render the video resource 136 within the second network page 121. In the context of video, rendering corresponds to playback using a video player or media player application or component. After the initial portion of the video resource 136 is retrieved, the remainder of the video resource 136 is rendered or played back. The user experiences playback of the entire video resource 136, from start to finish, occurring at substantially the same time as the item-specific network page 121 is rendered, thus enhancing the user experience.

Referring next to FIG. 2A, shown is one example of a network page 121a rendered in a browser 142 (FIG. 1) executing in the client device 106 (FIG. 1) in the networked environment 100 (FIG. 1). In the illustrated example, network page 121a depicts browsing within a category of items 127, such as, for example, denim or other items 127. In this particular scenario, four items 127 are shown in the category: item 127a, item 127b, item 127c, and item 127d. Various information from the catalog 130 (FIG. 1) is displayed in conjunction with each item 127. In the example network page 121a, the displayed item data includes title of the item 127, price of the item 127, and an image associated with the item 127. Other information regarding the item 127 may be present in other embodiments.

Turning now to FIG. 2B, shown is another example of a network page 121b rendered in a browser 142 (FIG. 1) executing in the client device 106 (FIG. 1) in the networked environment 100 (FIG. 1). In the network page 121b depicted in FIG. 2B, a user takes an action which indicates interest in one of the items 127. One example of an action indicating user interest may be "hovering" over the item 127 by placing a pointer 203 over a page region 206 corresponding to the item 127, and leaving the pointer in the region for a predetermined period of time. Another example of an action indicating user interest may be moving a pointer 203 toward an item 127. Other actions may also be used to indicate user interest, as should be appreciated. For actions involving a pointer, the pointer may be manipulated by a keyboard, a mouse, or a pointing device of any kind. The action indicating user interest is distinct from the action that a user takes to specifically select an item 127 (e.g., clicking on the item 127).

At least one of the items 127 referenced by the first network page 121a is included on a second network page 121. For example, if the first network page 121a is a search results page or a category page, the second network page 121 may be a detail page including more detailed information about a particular search result. The second network page 121 which includes a particular item 127 may also include a video resource 136 associated with the item 127. For example, when the item 127 is an article of clothing, the video resource 136 may show a person modeling the clothing. As another example, when the item 127 is an electronics device, the video resource may demonstrate various features of the device. As described in further detail below, the video resource prefetch code 133 (FIG. 1) responds to the indication of user interest in a particular item 127 on the first network page 121a by beginning to retrieve the associated video resource 136.

Moving on to FIG. 2C, shown is another example of a network page 121c rendered in a browser 142 (FIG. 1) executing in the client device 106 (FIG. 1) in the networked envi-

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ronment 100 (FIG. 1). The network page 121c depicted in FIG. 2C is displayed as a result of the user selecting the item in which interest was previously indicated. In this scenario, the item of interest is item 127b. Thus, network page 121c represents a second page 121 which includes the item 127b which was referred to in the first network page 121a and in which the user indicated interest.

The network page 121c includes various information from the catalog 130 such as title of the item, price of the item, shipping status of the item, and item description information. Other information regarding the item may be present in other embodiments. The network page 121c also includes a video resource area 209. A video resource 136 associated with the previously selected item 127 is rendered, i.e., plays back in this area 209. As noted above, video resource prefetch code 133 begins retrieving a video resource 136 associated with an item 127 when the user indicates interest in that item. In this manner, the video resource 136 begins rendering on the second network page 121c substantially immediately after the second network page 121c is retrieved. In some embodiments, a still image or a series of still images may be rendered in the video resource area 209 if the video resource 136 is not yet ready for playback at the time the network page 121c is rendered.

Various controls are provided in the network page 121c such as a quantity selection component and a size selection component. Such components are presented in FIG. 2C as drop-down boxes, but they may be buttons, sliders, links, images, etc., in other embodiments. It is understood that other components for selecting options and features of an item may be present in other embodiments. The network page 121c also includes a view shopping cart component and an add to shopping cart component for adding the current item to the shopping cart of the user. In other embodiments, the item may be added to lists other than a shopping cart such as wish lists, user lists, gift registries, and/or other lists of items.

The network pages 121a-c shown in FIGS. 2A-C are merely examples of a network page 121 used in conjunction with the video prefetch feature described herein. It is understood that the video prefetch feature may be used in conjunction with a search results network page, a gateway network page, a category network page, a detail network page, and/or any other network page that features items 127.

Turning now to FIG. 3, shown is a flowchart that provides one example of the operation of a portion of the browser 142 (FIG. 1), in conjunction with the video resource prefetch code 133 (FIG. 1) according to various embodiments. It is understood that the flowchart of FIG. 3 provides merely an example of the many different types of functional arrangements that may be employed to implement the operation of the portion of the browser 142 and the video resource prefetch code 133 as described herein. As an alternative, the flowchart of FIG. 3 may be viewed as depicting an example of steps of a method implemented in the client device 106 (FIG. 1) according to one or more embodiments.

Beginning at box 303, the browser 142 executing on the client device 106 retrieves from computing device 103 (FIG. 1) a first network page 121a (FIG. 2A). The network page 121a references one or more items 127, such as catalog items. At least one item 127 that is referenced in the network page 121a is also included on a corresponding second network page 121b (FIG. 2C). As one example, the first network page 121a may be a search results page in which each item 127 appears in a list of search results, and a second network page 121b is a detail page with additional details about a particular item 127. As another example, the first network page 121a may be a category page in which each item 127 appears in a

list of items belonging to a particular category. Once the first network page **121a** has been retrieved, the browser **142** renders the network page **121a** on a display coupled to computing device **103**.

Once the first network page **121a** is at least partially rendered by the browser **142**, a user can interact with the first network page **121a**, for example, by various actions such as clicking, pointing, dragging, and selecting. Next, at box **306**, the video resource prefetch code **133** receives an indication from the user of interest in one of the items **127** on the first network page **121a**. In some embodiments, the indication may be an event corresponding to the cursor or pointing device hovering over an item **127**. In other embodiments, the indication may be an event corresponding to the cursor or pointing device moving toward an item **127**.

As noted above, items **127** displayed by the first network page **121a** are also included on a respective second network page **121b**. A second network page **121b** includes at least one video resource **136** that is associated with the item **127** on the network page **121b**. Having received an indication of user interest in an item **127**, the video resource prefetch code **133** operates to facilitate playback of the associated video resource **136** within the network page **121b**, as follows. At box **309**, the video resource prefetch code **133** starts retrieving or downloading the video resource **136** that is associated with the item **127** of interest. If no video resource **136** is associated with the item **127** of interest, no action is needed at box **309**, as should be appreciated.

In some embodiments, the functionality of box **309** retrieves the entire video resource **136**. In other embodiments, the functionality of box **309** performs only a partial download of an initial portion of the video resource **136**. When a partial download is performed, various techniques may be used to set size of the downloaded portion. As one example, the initial download may be limited to a specific number of bytes. As another example, the initial download may be limited to a specific amount of playback time. As yet another example, the initial download may be limited to a specific percentage or proportion of the entire video resource **136**.

In still other embodiments, box **309** conditionally performs either a full or partial download, depending on availability of resources such as the available bandwidth on the network connection for client device **106** or the available memory for client device **106**. Thus, the entire video resource **136** may be retrieved in response to the user indication of interest on a client with more resources, while only the first part of the video resource **136** may be retrieved on a client with fewer resources.

The download started at box **309** continues while processing moves on to box **312**, where the browser **142** receives a user selection of the item **127** which the user had previously indicated to be of interest at box **306**. Next, at box **315** the browser **142** retrieves from computing device **103** (FIG. 1) a second network page **121b**. As noted above, the second network page includes a reference to a video resource **136** that is associated with an item **127** on the first network page **121a**. As also noted above, retrieval of that video resource **136** was started at box **209**.

At box **318**, the amount of video already retrieved is compared to a predefined threshold. If at box **318** it is determined that the threshold has not been reached, then processing continues at box **321**. If at box **318** it is determined that the threshold has been reached, then processing continues instead at box **324**. In some embodiments, the threshold for a sufficient download is an amount such that the video can finish playing from buffers, without having to retrieve any remaining portions over the network **109**. In other embodi-

ments, a download may be considered sufficient if playback, once started, proceeds without an interruption that is noticeable to the user. That is, additional retrieval from the network **109** is allowed as long as the latency does not affect the user experience.

Having determined that sufficient video has not been downloaded at the time the user selected the second network page **121b**, then at box **321** the video resource prefetch code **133** displays the first frame of the video resource **136** in the video resource area **209**. In other embodiments, the video resource area **209** remains blank until video playback begins. Regardless of the contents of the video resource area **209**, the initial partial render of second network page **121b** includes the regions of the network page **121** corresponding to the items **127**, which may display text describing the items **127**, as well as links to other network pages, as should be appreciated. Having partially rendered the second network page **121b**, processing then continues at box **318**, where it is determined once again whether or not sufficient video has been retrieved.

When at box **318** it is determined that sufficient video has been downloaded, then at box **321** the video resource prefetch code **133** begins playback of the downloaded video resource **136** in the video resource area **209** (FIG. 2C) of the second network page **121b**. In this manner, the second network page **121b** is partially rendered until sufficient video has been retrieved, at which point the video playback begins. Subject to the effects of network latency, video frame rate, and other parameters, the techniques described herein allow the prefetched video resource **136** to be rendered at substantially the same time that the rest of the network page **121b** is rendered.

The process of FIG. 3 is then complete. Although not shown in FIG. 3, the download started at box **309** continues to execute while the playback buffers fill and while the playback occurs. Then, as the download progresses, the playback buffers are filled with new data from the download. Thus, the playback of the video resource **136** continues until the entire video is consumed, or until the user stops or pauses the playback.

In some embodiments, the network page **121b** also includes a still image associated with the item **127** of interest. In such embodiments, the browser **142** and/or the video resource **136** renders the still image after playback of the video resource **136** is complete. Thus, the user sees the video transition to a still image, where this transition may involve a special effect such as a fade. In some embodiments, the browser **142** and/or the video resource **136** repeats playback of the video resource **136** until the user interacts with another item **127**, another area of the network page **121**, or a link to another network page **121**.

The prefetching and loading of the video resource **136** performed by the video resource prefetch code **133** described herein enhances the user experience by reducing the wait, lag, or delay in viewing the video resource **136** associated with the item **127** of interest. The size of the partial download may be chosen so that the download is expected to finish at about the same time as, or before, the playback of the initial portion finishes. Thus, in some embodiments, the user may experience only minimal wait, lag, or delay in viewing the video resource **136** associated with the item **127** of interest, and this minimal time may not even be perceptible to the user.

In some embodiments, upon receiving an indication of user interest at box **306**, the video resource prefetch code **133** instantiates a video player corresponding to one or more of the video resources **136** included on the second network page **121b**. That is, the video resource prefetch code **133** identifies

a video player that supports the particular video format of a video resource **136**. To determine the video format, the video resource prefetch code **133** may parse the reference to the video resource **136**, or a portion of the video resource **136** itself. A non-limiting list of video formats includes MPEG, AVI, QuickTime, Flash, and video formats supported by HTML5. Once the format of the video resource **136** is determined, the video resource prefetch code **133** uses this information to select an appropriate video or media player that supports this format. The video resource prefetch code **133** then instantiates or loads the video player, using any suitable mechanism supported by the browser **142** or by the operating system executing on the client device **106**, as should be appreciated. In some embodiments, the instantiation at box **306** occurs when a main network page or home network page is retrieved so that player instantiation happens only once per network site visit, rather than each time a network page **121** on the site is retrieved.

In some embodiments, upon indication of user interest in an item **127** on the first network page **121a**, the video resource prefetch code **133** instantiates or loads a video object corresponding to one of the video resources **136** included on the second network page **121b**. The video object includes, or is associated with, video playback buffers. The instantiation mechanism may be specific to the video player, browser, and/or operating system executing on the client device **106**, as should be appreciated. Having instantiated a video object that is associated with playback buffers, the video resource prefetch code **133** starts filling the video object playback buffers from the video portion that was previously downloaded starting at box **209**.

Turning now to FIG. 4, shown is a schematic block diagram of the client device **106** according to an embodiment of the present disclosure. The client device **106** includes at least one processor circuit, for example, having a processor **403** and a memory **406**, both of which are coupled to a local interface **409**. To this end, the client device **106** may comprise, for example, at least one server computer or like device. The local interface **409** may comprise, for example, a data bus with an accompanying address/control bus or other bus structure as can be appreciated.

Stored in the memory **406** are both data and several components that are executable by the processor **403**. In particular, stored in the memory **406** and executable by the processor **403** are the browser **142**, the video resource prefetch code **133**, and potentially other applications. In addition, an operating system may be stored in the memory **406** and executable by the processor **403**. While not illustrated, the computing device **103** (FIG. 1) also includes components like those shown in FIG. 4, whereby the browser **142** is stored in a memory and executable by a processor.

It is understood that there may be other applications that are stored in the memory **406** and are executable by the processor **403** as can be appreciated. Where any component discussed herein is implemented in the form of software, any one of a number of programming languages may be employed such as, for example, C, C++, C#, Objective C, Java, JavaScript, Perl, PHP, Visual Basic, Python, Ruby, Delphi, Flash, or other programming languages.

A number of software components are stored in the memory **406** and are executable by the processor **403**. In this respect, the term "executable" means a program file that is in a form that can ultimately be run by the processor **403**. Examples of executable programs may be, for example, a compiled program that can be translated into machine code in a format that can be loaded into a random access portion of the memory **406** and executed by the processor **403**, source code

that may be expressed in proper format such as object code that is capable of being loaded into a random access portion of the memory **406** and executed by the processor **403**, or source code that may be interpreted by another executable program to generate instructions in a random access portion of the memory **406** and executed by the processor **403**, etc. An executable program may be stored in any portion or component of the memory **406** including, for example, random access memory (RAM), read-only memory (ROM), hard drive, solid-state drive, USB flash drive, memory card, optical disc such as compact disc (CD) or digital versatile disc (DVD), floppy disk, magnetic tape, or other memory components.

The memory **406** is defined herein as including both volatile and nonvolatile memory and data storage components. Volatile components are those that do not retain data values upon loss of power. Nonvolatile components are those that retain data upon a loss of power. Thus, the memory **406** may comprise, for example, random access memory (RAM), read-only memory (ROM), hard disk drives, solid-state drives, USB flash drives, memory cards accessed via a memory card reader, floppy disks accessed via an associated floppy disk drive, optical discs accessed via an optical disc drive, magnetic tapes accessed via an appropriate tape drive, and/or other memory components, or a combination of any two or more of these memory components. In addition, the RAM may comprise, for example, static random access memory (SRAM), dynamic random access memory (DRAM), or magnetic random access memory (MRAM) and other such devices. The ROM may comprise, for example, a programmable read-only memory (PROM), an erasable programmable read-only memory (EPROM), an electrically erasable programmable read-only memory (EEPROM), or other like memory device.

Also, the processor **403** may represent multiple processors and the memory **406** may represent multiple memories that operate in parallel processing circuits, respectively. In such a case, the local interface **409** may be an appropriate network **109** (FIG. 1) that facilitates communication between any two of the multiple processors **403**, between any of the processors **403** and any of the memories **406**, or between any two of the memories **406**, etc. The local interface **409** may comprise additional systems designed to coordinate this communication, including, for example, performing load balancing. The processor **403** may be of electrical or of some other available construction.

Although the network page server application **115**, the electronic commerce application **118**, the browser **142**, the video resource prefetch code **133**, and other various systems described herein may be embodied in software or code executed by general purpose hardware as discussed above, as an alternative the same may also be embodied in dedicated hardware or a combination of software/general purpose hardware and dedicated hardware. If embodied in dedicated hardware, each can be implemented as a circuit or state machine that employs any one of or a combination of a number of technologies. These technologies may include, but are not limited to, discrete logic circuits having logic gates for implementing various logic functions upon an application of one or more data signals, application specific integrated circuits having appropriate logic gates, or other components, etc. Such technologies are generally well known by those skilled in the art and, consequently, are not described in detail herein.

The flowchart of FIG. 3 shows the functionality and operation of an implementation of portions of the video resource prefetch code **133** and the browser **142**. If embodied in software, each block may represent a module, segment, or portion

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of code that comprises program instructions to implement the specified logical function(s). The program instructions may be embodied in the form of source code that comprises human-readable statements written in a programming language or machine code that comprises numerical instructions recognizable by a suitable execution system such as one of the processors 403 in a computer system or other system. The machine code may be converted from the source code, etc. If embodied in hardware, each block may represent a circuit or a number of interconnected circuits to implement the specified logical function(s).

Although the flowchart of FIG. 3 shows a specific order of execution, it is understood that the order of execution may differ from that which is depicted. For example, the order of execution of two or more blocks may be scrambled relative to the order shown. Also, two or more blocks shown in succession in the flowchart of FIG. 3 may be executed concurrently or with partial concurrence. Further, in some embodiments, one or more of the blocks shown in FIG. 3 may be skipped or omitted. In addition, any number of counters, state variables, warning semaphores, or messages might be added to the logical flow described herein, for purposes of enhanced utility, accounting, performance measurement, or providing troubleshooting aids, etc. It is understood that all such variations are within the scope of the present disclosure.

Also, any logic or application described herein (including the network page server application 115, the electronic commerce application 118, the browser 142, and the video resource prefetch code 133) that comprises software or code can be embodied in any non-transitory computer-readable medium for use by or in connection with an instruction execution system such as, for example, the processor 403 in a computer system or other system. In this sense, the logic may comprise, for example, statements including instructions and declarations that can be fetched from the computer-readable medium and executed by the instruction execution system. In the context of the present disclosure, a “computer-readable medium” can be any medium that can contain, store, or maintain the logic or application described herein for use by or in connection with the instruction execution system. The computer-readable medium can comprise any one of many physical media such as, for example, magnetic, optical, or semiconductor media. More specific examples of a suitable computer-readable medium would include, but are not limited to, magnetic tapes, magnetic floppy diskettes, magnetic hard drives, memory cards, solid-state drives, USB flash drives, or optical discs. Also, the computer-readable medium may be a random access memory (RAM) including, for example, static random access memory (SRAM) and dynamic random access memory (DRAM), or magnetic random access memory (MRAM). In addition, the computer-readable medium may be a read-only memory (ROM), a programmable read-only memory (PROM), an erasable programmable read-only memory (EPROM), an electrically erasable programmable read-only memory (EEPROM), or other type of memory device.

It should be emphasized that the above-described embodiments of the present disclosure are merely possible examples of implementations set forth for a clear understanding of the principles of the disclosure. Many variations and modifications may be made to the above-described embodiment(s) without departing substantially from the spirit and principles of the disclosure. All such modifications and variations are intended to be included herein within the scope of this disclosure and protected by the following claims.

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Therefore, the following is claimed:

1. A non-transitory computer-readable medium embodying a program executable in a computing device, the program comprising:

code that retrieves a first network page including a plurality of products in an electronic catalog, at least one of the plurality of products also being included on a second network page, the second network page including a video resource associated with a corresponding at least one of the plurality of products on the second network page;

code that receives an indication of user interest in a product of the plurality of products on the first network page;

code that downloads at least a portion of the video resource associated with the product of user interest for rendering on the second network page, and instantiates a player for the video resource upon receiving the indication of user interest;

code that receives a user selection of the product of user interest on the first network page, the user selection being separate from the indication of user interest;

code that retrieves the second network page in response to the user selection;

code that instantiates a video object for the video resource; code that begins buffering the at least the portion of the video resource that has been downloaded;

code that begins playing the at least the portion of the video resource that has been buffered on the second network page at substantially the same time the second network page is rendered; and

code that plays a remaining portion of the video resource on the second network page and then renders a still image corresponding to the product of user interest when the remaining portion of the video resource has completely played.

2. The non-transitory computer-readable medium of claim 1, wherein the at least the portion of the video resource corresponds to a fixed time period.

3. A method, comprising:

retrieving, by a computer system, a first network page referring to an item that is included on a second network page;

in response to an indication of user interest in the item on the first network page, retrieving, by the computer system, at least an initial portion of a video resource associated with the item on the second network page;

in response to a user selection of the item, automatically rendering, by the computer system, the at least the initial portion of the video resource on the second network page, the user selection being separate from the indication of user interest;

rendering, by the computer system, a remaining portion of the video resource on the second network page; and

rendering, by the computer system, a still image corresponding to the item of user interest when the remaining portion of the video resource has completely played.

4. The method of claim 3, wherein the first network page comprises a search results page and the second network page comprises a detail network page.

5. The method of claim 3, wherein the indication of user interest comprises an indication corresponding to a cursor hovering over the item.

6. The method of claim 3, further comprising beginning to render the video resource on the second network page when retrieval of the at least the initial portion of the video resource has completed.

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7. The method of claim 3, further comprising partially rendering a portion of the second network page that includes the video resource when retrieving the at least the initial portion of the video resource has completed.

8. The method of claim 3, wherein the at least the initial portion of the video resource corresponds to a fixed size. 5

9. The method of claim 3, wherein the at least the initial portion of the video resource corresponds to a fixed time period.

10. The method of claim 3, wherein the at least the initial portion of the video resource corresponds to a fixed proportion of an entirety of the video resource. 10

11. The method of claim 3, further comprising retrieving the remaining portion of the video resource after the at least the initial portion has been retrieved. 15

12. The method of claim 3, further comprising instantiating, by the computer system, a player for the video resource in response to the indication of user interest.

13. A system, comprising:

at least one computing device; and 20

a video prefetch application implemented in the at least one computing device, the video prefetch application comprising:

logic that retrieves a first network page referring to a plurality of items, a respective item of the plurality of items corresponding to a respective second network page that includes additional information about the respective item, at least one of the respective second network pages including a corresponding video resource; 25

logic that, in response to an indication of user interest in a particular item of the plurality of items on the first network page, begins to retrieve the corresponding video resource on the respective second network page; and 30

logic that, in response to a user selection of the particular item, begins playing the corresponding video resource on the respective second network page after a portion of the corresponding video resource has 35

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been retrieved, the user selection of the particular item occurring after the indication of user interest in the particular item; and

logic that begins playing the corresponding video resource after the portion of the corresponding video resource has been retrieved and the user selection of the particular item has not occurred in a predetermined amount of time after the indication of user interest of the particular item.

14. The system of claim 13, the video prefetch application further comprising:

logic that retrieves the respective second network page upon receiving the user selection of the particular item on the first network page; and

wherein retrieving the corresponding video resource begins before retrieving the respective second network page.

15. The system of claim 13, the video prefetch application further comprising:

logic that retrieves the respective second network page upon receiving the user selection of the particular item on the first network page; and

logic that renders the respective second network page substantially coincident with retrieving the corresponding video resource.

16. The system of claim 13, the video prefetch application further comprising logic that instantiates a player for the corresponding video resource in response to the indication of user interest.

17. The system of claim 13, the video prefetch application further comprising logic that instantiates a video object for the corresponding video resource.

18. The system of claim 13, wherein the corresponding video resource has a format selected from a group consisting of Adobe® Flash® and a hypertext markup language 5 (HTML5) format.

19. The system of claim 13, wherein the portion of the video resource corresponds to a fixed proportion of an entirety of the video resource.

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